

The  
Management  
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**UNDERGRADUATE UNIVERSITY EXAMINATIONS**  
**SCHOOL OF MANAGEMENT AND LEADERSHIP**  
**DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP/**  
**BACHELOR OF ARTS IN DEVELOPMENT STUDIES/**  
**BACHELOR OF COMMERCE**

UCU 102 : ETHICS AND PROFESSIONAL CONDUCT

DATE: 3<sup>RD</sup> AUGUST 2016

DURATION: 2 HOURS

MAXIMUM MARKS: 70

**INSTRUCTIONS:**

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.



**QUESTION ONE**

**Read the Case Study below carefully and answer the questions that follow:**

**DIRT ON YOUR SHIRT TV COMMERCIAL**

Bruce Seth, a project manager at a consumer products company, was wondering how he should proceed with his recommendation for the "New Blue Omo" commercials. "New Blue Omo" has been doing well in the market, but not a week went by without a customer writing to complain about the commercial. The TV commercial typically featured a woman saying, "Dirt on your shirt! Dirt on your shirt!" in a taunting voice to a man whose shirt was soiled. The man looked at another lady (presumably his wife), who was very embarrassed at the entire situation. Later shots showed her washing the shirt after rubbing "New Blue Omo" into it, and the other woman saying, "No more dirt on your shirt!" The complaining letters, almost exclusively from women, expressed objections to the commercial because it was demeaning to women and otherwise offensive as well.

On the one hand, the brand was doing well; it was the brand leader in a growing market, though other larger competing companies were quite capable of beating the "New Blue Omo" brand. On the other hand, were the rights of the women being infringed? All the letters seemed to imply that. Bruce was a believer in the profit motive, but not at the cost of condoning unethical behavior. He had been asked to make a recommendation for the commercial for the next TV season. After reviewing the sales data and reading the letters of complaint, Bruce was contemplating his next move.

Bruce reported to Priscilla, a marketing research manager, and would provide recommendations to her and to the brand manager responsible for "New Blue Omo". She did not like the "New Blue Omo" commercial and made no secret of it. She proclaimed that she would never buy the brand because the message was offensive and because of the role of the woman in the commercial. Bruce is pursuing a graduate degree while working, he certainly needed the job and the income. He was a recent recruit still in his probationary period. Bruce has reviewed all the letters, practically all of which



were from women and strongly negative. Many of them said, as Priscilla did, that they would not buy the brand because of the offensive commercial and because it was demeaning to women. Secondary data showed that the primary decision makers and purchasers of the product were women. Part of the reason for "New blue Omo"'s success was believed to be the advertising message, which not only had a high level of remembrance but a high level of association with the brand. Bruce wonders if, in spite of its apparent success, it was ethical to continue with the advertising message if it infringed on the rights of women, the major buyers of the brand.

### REQUIRED

- a) Identify ethical issues in this case. (5 Marks)
- b) According to the utilitarian theory is it ethical to continue with the TV commercial? Support your answer using facts in the case. (10 Marks)
- c) According to the Kantian theory is it ethical to continue with the TV commercial? Support your answer using facts in the case. (10 Marks)

### QUESTION TWO

- a) Define workplace discrimination and discuss seven forms of employment discrimination practices (8 Marks)
- b) Using appropriate examples discuss the role the code of conduct play in enhancing integrity in an organization. (7 Marks)

### QUESTION THREE

- a) Define the term bribery and discuss the ethical perspective of bribery in any organization of your choice in Kenya (7 Marks)
- b) Explain the concept of conflict of interest using three major kinds of conflict of interest that can arise in an organization in Kenya. (8 Marks)

### QUESTION FOUR

- a) Explain the term "Corporate Social Responsibility" (5 Marks)
- b) Discuss the arguments for and against corporations engaging in corporate social responsibility (10 Marks)



### QUESTION FIVE

- a) Using relevant examples discuss activities that amount to releasing harmful products to the markets in Kenya (5 Marks)
- b) Explain the term privacy and discuss why it is highly valued that it should be protected as a right (5 Marks)
- c) Identify the main categories of whistle blowing common in organizations (5 Marks)

### QUESTION SIX

Discuss Kohlberg's theory of moral development highlighting the six stages of development. (15 Marks)